



# Marketing Update

Dave Latimer

BGA Management Conference

November 2013



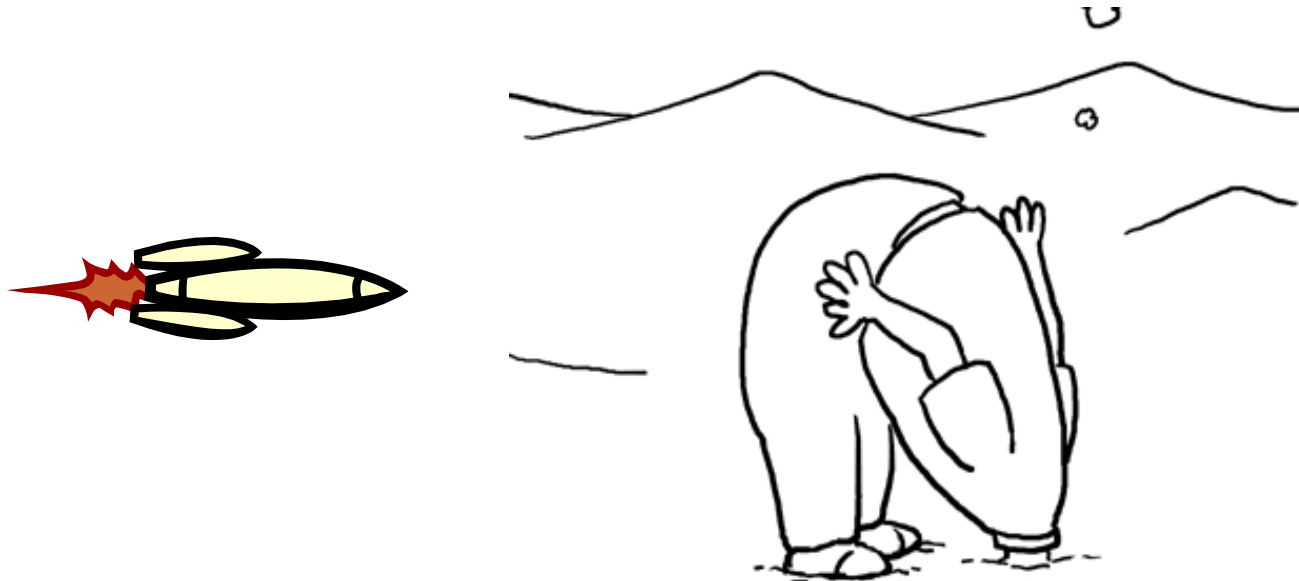
**BRITISH  
GLIDING  
ASSOCIATION**

# Content

1. BGA / Club communication - EASA licensing transition and general (via online survey)
2. How are we doing?
3. The identification of key areas of focus for marketing (via online survey)
4. BGA marketing support for clubs
5. Key messages for the sport

# EASA Communications – Survey Results

- Appreciation and understanding very variable
- Concern over complexity
- Quite a few think it a long way off...



# EASA Communications – Survey Response

- BGA will continue to communicate a clear and consistent message
  - Regular updates as things develop
  - Articles on the conversion experience
  - Regional workshops to help
- EASA is an opportunity to improve training
  - More structured
  - More professional

} **An aid for member retention?**

# How is your club doing?

- UK Gliding Population 2006 -2012     **-15.7%**
- How does that look from club to club?
  - Clubs shrinking quicker than 15.7%     **49**
  - Clubs better than 15.7% but still shrinking     **25**
  - Clubs growing     **22**

# Results from Survey

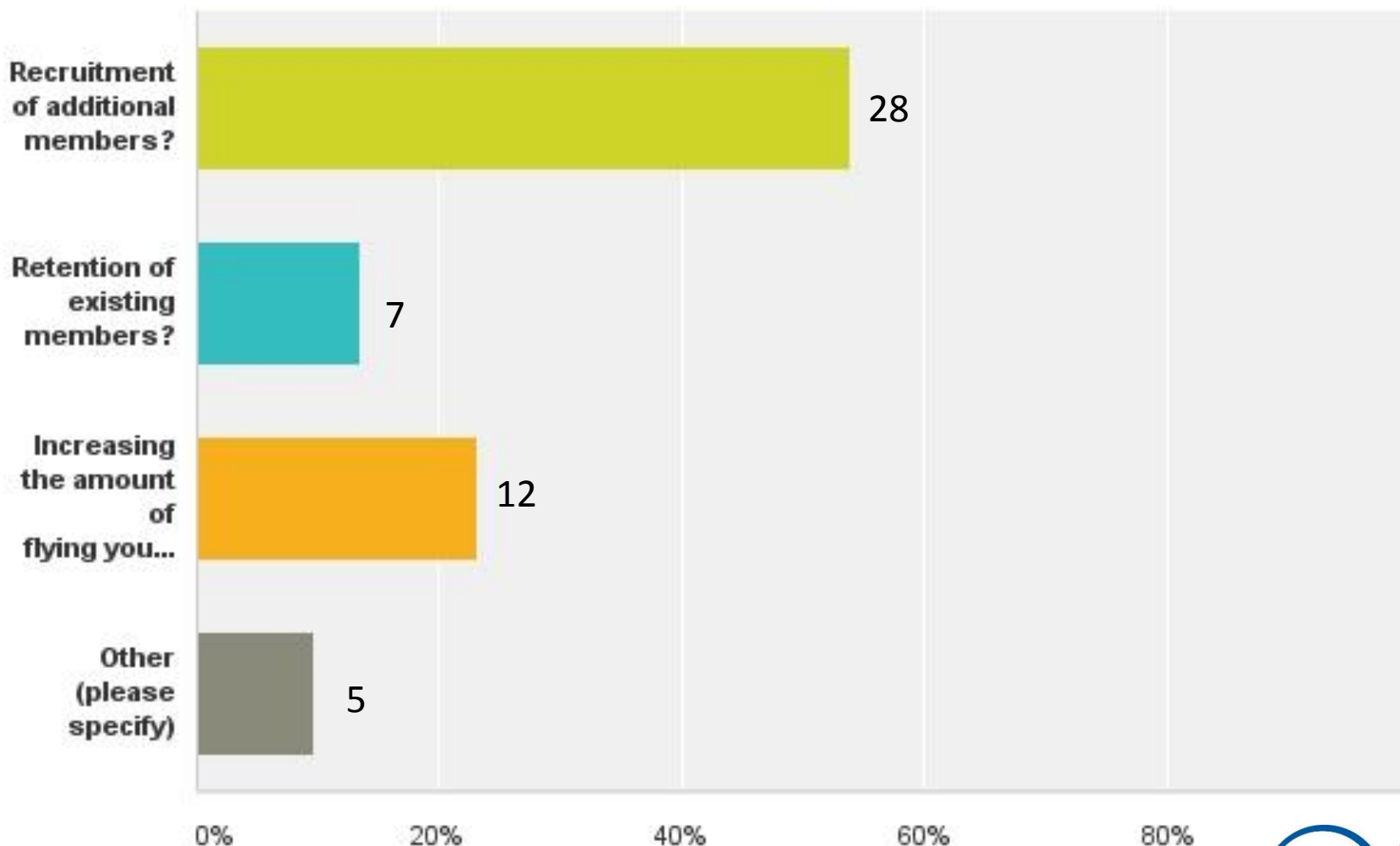
We had 52 responses which is about 65%

Thanks, this will help us to develop the  
marketing plan

So what were the key points?

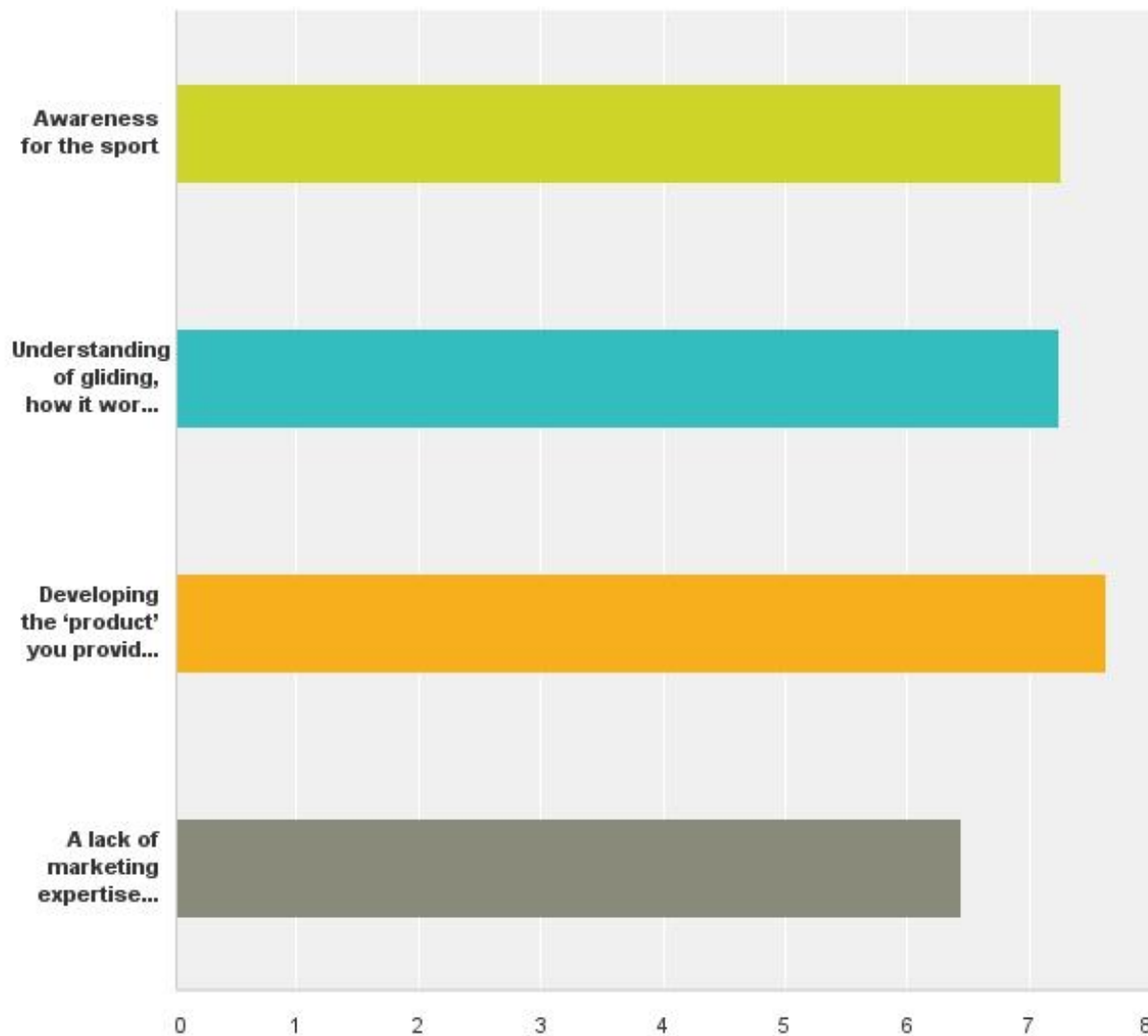
# Q1 Out of the following options, what's the biggest issue for your club? (please tick just one box)

Answered: 52 Skipped: 0



**Q2 On a scale of 1 to 10, how big an issue are the following points for your club? (please enter a score against each option: 1 = not very important 10=extremely important)**

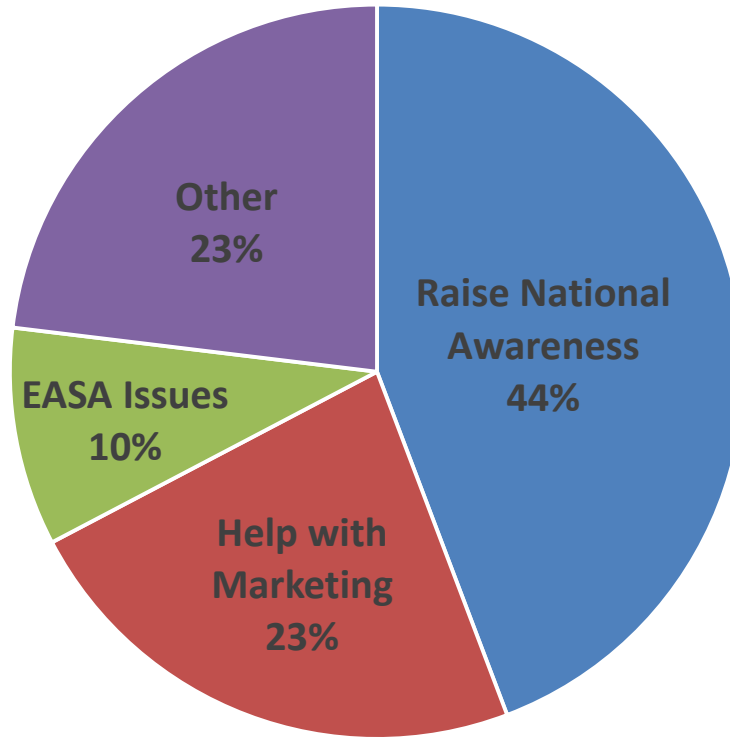
Answered: 52 Skipped: 0





# What help do you need from the BGA?

(Open Question)



# Marketing Assistance - Examples

- Marketing workshops (topics, format, location and timing?)
- Online 'how to' guides
  - press release
  - social media
- Webinars/teleconferences to share best practice or to educate participants about a specific topic – e.g. how to use and manage social media
- Provision of information regarding other resources
  - free/cheap sources of website templates such as Spotify,
  - online booking systems such as goboko.com,
  - free software that can be used to produce tailored e-newsletters etc.
- The option of using a secret shopper service to get a real picture of what it's like to visit their club

What do you want/need?

# Club Response to Marketing

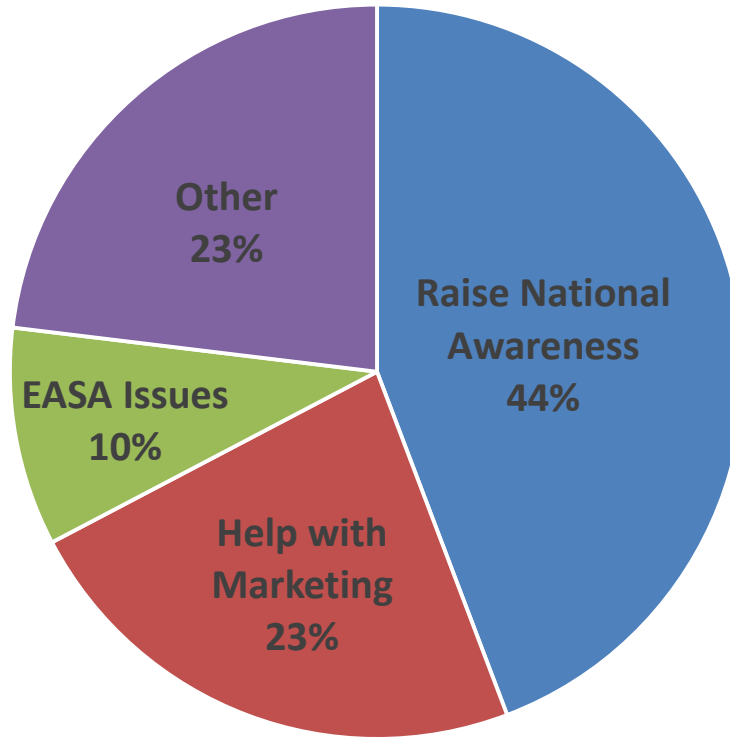
- As the BGA steps up to marketing, clubs need to respond
  - It is clubs that will be serving up the vision
  - BGA will help but is a limited resource
- Some clubs have clearly been fairing much better than others
  - Share best practise
  - Consider regional alliances for specific issues?
    - Airspace
    - General promotion of the sport

# Customer Satisfaction

- Think about what would put people off
  - Being ignored
  - Long day, not much flying
  - Going solo means your on your own now
- **How many of these does your club excel at?**

# What help do you need from the BGA?

(Open Question)



## Key Messages – WHY, WHY, WHY?

- A consistent message to run through all our marketing
  - National and local media
  - Reference point for all involved, including clubs
  - New website planned
    - Mainly external focus to bring people into the sport
    - Dedicated section to make information available to members more easily and clearly
- For emphasis in internal communications

## Key Messages – WHY, WHY, WHY?

- Once agreed these messages will be tailored for different target audiences (ex. Juniors)
  - What will they mean to that audience
  - How will they be communicated
- This session, the recent survey and the group work are all about two-way communication to agree the messages

# Draft Messages

- The messages I am about to present were developed by the Exec
- We now want your input



# Key Messages - 1

**Gliding is the ultimate adventure sport, a sport that requires the pilot to harness the power of nature to stay airborne whether they're flying locally to their club, flying long cross country distances or soaring at high altitudes in mountain wave.**

- Glider pilots use three types of lift to stay airborne:
  - Thermals (currents of rising air)
  - Ridge or hill lift
  - Mountain wave
- Glider pilots can:
  - Fly long cross country distances – flights in excess of 1000km are flown in the UK with a typical cross country flight being around 300km
  - Fly to great altitudes in mountain wave – heights in excess of 30,000 have been achieved in the UK

## Key Message - 2

**Gliding is an inclusive sport that is enjoyed by people of all ages, physical abilities and backgrounds throughout the year – anyone can do it and UK clubs welcome visitors**

- Glider pilots range in age from 13 to over 85 years of age
- People can go solo in a glider at age 14
- People with disabilities can become glider pilots thanks to the use of specially adapted gliders operated at 12 UK clubs and via schemes such as 'Walking on Air'
- The medical requirements to glide solo are the same as those required to acquire a driving licence
- Men and women are equally suited to and enjoy gliding
- UK clubs offer trial lessons for anyone who wants to try gliding

## Key Message - 3

**Gliding is an exhilarating, affordable and diverse sport with many different aspects to discover whether you're interested in vintage aircraft, enjoy competitions, want to learn aerobatics or simply like the challenge of silent engine-less flight**

- There is much to learn about and discover including:
  - Local flying
  - Mountain wave flying
  - Vintage gliding
  - Aerobatics
  - Cross country and long distance flying
  - Regional, national and international competitions
  - Instructing

## Key Message - 4

**Gliding has a good safety record, gliding lessons are provided by highly qualified gliding instructors and operational and pilot licensing standards are set by the British Gliding Association in conjunction with other aviation bodies including the UK's Civil Aviation Authority**

- Instructors and examiners are required to pass a rigorous instructor training programme and their capabilities are reviewed on an annual basis
- Gliding adheres to standards that are at least as high as other types of aviation

## Key Message - 5

# **British glider pilots are some of the best in the world – it's a sport at which we excel**

- We have produced 12 World and European champions during the last 10 years
- British pilot George Lee holds record for winning the most world championship titles consecutively
- British pilot Pete Harvey holds the record for winning the most European Open Class championships
- Ayala Truelove received the prestigious British Women Pilots' Association trophy for outstanding performance for taking Silver in this year's women's world championships

# Input from you

- Each of these messages is printed and posted on the wall
- You have three post-it notes to vote for the three you most like
- There are further flip charts to suggest other “key messages”